



CARLING CURRIE CUP
IN-TRADE PROMOTION AIRTIME ON-PACK – CHOOSE YOUR CHAMPION TEAM
COMPETITION RULES

19 APRIL 2022 – 2 JULY 2022

1. Introduction

- 1.1. This promotional competition (“**Competition**”) is run by The South African Breweries (Pty) Ltd (“**Promoter**”) and is open to all persons of 18 years or older and resident in South Africa, except for (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition, (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies and associated companies, and (d) participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Competition (“**Competition Rules**”).
- 1.3. Participation in the Competition by all entrants (“**Participants**”) constitutes acceptance of these Competition Rules.

2. Competition Period

This Competition will run from 19 April 2022 until 2 July 2022, both dates being inclusive, or until the Promoter provides a public notice that the Competition has ended, whichever is earlier (“**Competition Period**”). Entries will only be accepted during the Competition Period.

3. Competition Entry Process

- 3.1. In order to enter the Competition, a Participant must: (i) have a valid cell phone subscription to, or contract with, any South African cell phone network (except for Virgin Mobile); (ii) purchase a Currie Cup promotional pack of Carling Black Label (750 ml returnable bottles or 500 ml cans) at a participating retail outlet (the “**Qualifying Product**”); (iii) find a 10-digit unique code on the crown underliner of a bottle or ring pull of a can in the Qualifying Product (there being one unique code per can/bottle, each of which can be used for an entry); (iv) dial the following number with the foresaid unique code in it:

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*120*660*unique code#; and (v) pursuant to dialling as aforesaid: (a) verify the Participant's age and provide the information requested, which may include (but not be limited to) the Participant's name, phone number, email address, location, beverage consumption preferences and/or consumption frequency; and (b) select 1 of the 7 Currie Cup Premier Division teams and a player for their Champion Team when requested to do so. On every third Competition entry, the Participant will be able to select 2 players for their Champion Team.

- 3.2. Mobile network operator data costs may apply. The cost of the communication referred to in Competition Rules 3.1 (ii) and 3.1 (iii) will be will 20 cents per 20 seconds.
- 3.3. Entry is only valid through this medium.
- 3.4. Participants will be liable for their own data and voice charges in respect of participating in the Competition as well as any verification process, if applicable.
- 3.5. No late entries will be accepted.
- 3.6. A Participant may manually enter the Competition no more than 350 (three hundred and fifty) times during the Competition Period (each time with a different valid unique code from a Qualifying Product) and may enter a maximum of five times per day. Notwithstanding this, the Promoter may block entries by, or the mobile telephone phone number/s, of any Participant who is deemed by the Promoter, in its sole discretion, to be abusing the Competition entry process.
- 3.7. Entry into the Competition as well as the availability of the Prize shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 ("**Regulations**").

4. Description of Prize

- 4.1. The prize is one of 50 000 prepaid airtime rewards worth R10 each (the "**Prize**").
- 4.2. Entry into this Competition will not automatically result in a Participant winning the Prize. There are a total of 17 100 000 USSD codes available on cans and 305 000 000 USSD codes available on crown underliners referred to in Competition Rule 3.1 above. 50 000 Of these codes have randomly been assigned the winning of a Prize. A participant will be the winner of a Prize if he/she enters the Competition in accordance with Competition Rule 3.1 above, the USSD code sent by him/her as set out in Competition Rule 3.1 has been assigned the winning of a Prize, and if he/she complies with the requirements of these Competition Rules.
- 4.3. Should a Participant win a Prize, and should the number from which the USSD code is sent in accordance with Competition Rule 3.1, be under a prepaid subscription, the prepaid subscription will be

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automatically credited with the Prize within 48 hours of the winner entering the Competition in accordance with Competition Rule 3.1.

- 4.4. Should a Participant win a Prize, and should the number from which the USSD code is sent in accordance with Competition Rule 3.1, be under a contract subscription, the Prize can be transferred to a number that is under a prepaid subscription in accordance with the prompts provided in the USSD communication after entering the Competition in accordance with Competition Rule 3.1.
- 4.5. The Promoter will not be liable for any delays in delivery of the Prize.
- 4.6. No Prize, in whole or in part, may be transferred to any other person or exchanged for an alternate prize or for its cash value. A winner may not substitute him/herself with any other person.
- 4.7. The Promoter may, at its sole discretion, reduce or limit the number of available Prizes without notice to a Participant.

5. Winner Verification

- 5.1. A winner must be over the age of 18 years old and may be verified by the Promoter or its agent as complying with the Participant eligibility criteria set out in these Competition Rules (including, but not limited to, Competition Rule 1.1). Winners may be asked to provide a copy of their identity document/passport/driver's license/proof of residential address in order to receive a Prize. The Promoter reserves the right to conduct the validation and verification process via automated means and/or any other means that the Promoter may deem necessary and by participating in the Competition, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.
- 5.2. A Prize will only be awarded after successful verification of a winner. Failing successful verification of any winner, a substitute winner may be selected at the discretion of the Promoter.
- 5.3. The Promoter reserves the right to carry out audits in respect of any winner to verify his/her eligibility and/or the validity of the winner's entry. The Promoter may disqualify any winner if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entry or otherwise falsifying data. All entries, participants or travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any Prize and will not be compensated in any way.

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6. Prize Forfeiture

- 6.1. A winner must communicate his/her full details to the Promoter or its agent as requested by the Promoter or its agent. Failure to do so may result in forfeiture of the Prize.
- 6.2. If a winner is unable to attend, receive or utilise (as applicable) a Prize then the entire Prize shall be forfeited. There will be no compensation, in any form, including, but not limited to monetary compensation and/or rescheduling, to any party, irrespective of the reason/s for the inability of that winner to attend, receive or utilise (as applicable) the Prize.
- 6.3. Time permitting and subject to the Promoter's approval, where a Prize is forfeited, a substitute winner may be chosen in the same manner as the original winner was chosen.

7. General

- 7.1. All Participants must comply with the Regulations at all times and any non-compliance with the Regulations will result in automatic disqualification. It shall be the sole responsibility of the Participants to observe and comply with any and all restrictions imposed by the Regulations from time to time. Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, and employees and agents of the Promoter and of its associated companies, against any losses or damages arising from a breach of the provisions of the Regulations by such Participant, and the Promoter shall not in any manner whatsoever be liable for any transgressions by any Participant in this regard.
- 7.2. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 7.3. The timelines stated by the Promoter or its agent must be adhered to. Failing adherence to any timeline, at any stage, may result in disqualification and forfeiture of a Prize in its entirety with no compensation to any party by the Promoter.
- 7.4. The Promoter does not guarantee instore stock availability of the Qualifying Product for the Participant to enter the Competition. The availability of the Qualifying Product shall at all times be subject to instore stock availability at the relevant participating retail outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a Participant intending to enter the Competition.
- 7.5. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to the following:

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7.5.1. the Promotor may process the Participant's personal information, including in the form of names, telephone numbers, identity numbers and/or email addresses, during and after the course and scope of the Competition; and

7.5.2. the Promotor may transfer the winning Participants' personal information, including names, telephone numbers, identity numbers and/or email addresses, to the relevant third parties in order to make any required travel, delivery or other arrangements, as may be applicable, for utilisation of a Prize during the course and scope of the Competition,

which processing and transfer shall take place in accordance with the provisions of the Protection of Personal Information Act 14 of 2013 ("POPIA") and any other applicable law, and for the purpose of giving effect to the Competition.

7.6. With the exception of Competition Rule 7.5 above, the Promoter will not share any personal information with any third party except where such disclosure is necessary to enable the Promoter to provide, deliver or in any other way give effect to these Competition Rules and/or a Prize, where such disclosure is permitted by law and/or where consent to the Promoter sharing personal information is obtained from the relevant Participant/s. The Promoter will comply with the relevant data protection legislation, including POPIA.

7.7. A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request-0> for the Promoter to:

7.7.1. correct or delete personal information about the Participant in the Promoter's possession or under its control that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or obtained unlawfully; or

7.7.2. destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.

7.8. The Promoter may make media announcements containing, or otherwise publish, the names and/or photographs of a winner or a Participant without remuneration being payable to the winner or the Participant, provided that the Promoter will not do so if the winner or the Participant communicates in writing to the Promoter that he/she does not want his or her names or photographs to be contained in media announcements or otherwise published.

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- 7.9. Should a Prize not be available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 7.10. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winner which are not expressly contemplated as part of the Prize.
- 7.11. These Competition Rules may be amended by the Promoter on public notice at any time during the Competition Period or thereafter. These Competition Rules will be interpreted by the Promoter only.
- 7.12. The Promoter reserves the right to alter, amend or cancel this Competition in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.
- 7.13. All Participants and the winner indemnify and hold harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter or of its associated companies, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Competition or their receipt, participation, ownership and/or use of a Prize. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 7.14. The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending an entry will not be accepted as proof of receipt of such entry. The Promoters shall not be responsible for the failure of any technical element relating to this Competition that may result in an entry not being successfully submitted. The Promoter is not responsible for lost, damaged or delayed entries as a result of any network, computer or phone hardware or software failure of any kind. No applications from agents, third parties, organized groups or applications automatically generated by computer will be accepted. Entries will only be accepted if they comply with all entry instructions. Any form of network or systems manipulation including but not limited to Botnets, Sim Farms, Trojans, SMS malware may not be used when entering the Competition.
- 7.15. By participating in the Competition, each Participant gives the Promoter consent to: (i) market its products and campaigns to the Participant; (ii) conduct market research using personal information of



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the Participant which may be shared with third parties to enable the Promoter to develop appropriate marketing strategies in respect of its customers; and (iii) use the personal information and other details provided by the Participant during the Competition entry process for the purposes of facilitation of the Competition. A Participant may decline to provide or retract his/her consent by opting out via the opt out mechanism provided on the communications of the Promoter.

7.16. These Competition Rules are also available on www.carlingblacklabel.co.za.